

# Demographic Profile Expanded

## Census, Estimates & Projections

Lon: -111.88916 / Lat: 33.275986

July 2010

Price And Germann Chandler, AZ	10 Minutes		20 Minutes		30 Minutes	
Population						
Estimated Population (2010)	249,732		993,979		1,703,675	
Census Population (1990)	105,929		512,577		940,880	
Census Population (2000)	182,916		756,610		1,322,983	
Projected Population (2015)	282,806		1,114,714		1,908,099	
Forecasted Population (2020)	338,246		1,313,716		2,233,615	
Historical Annual Growth 1990 to 2000	76,987	7.3 %	244,033	4.8 %	382,104	4.1 %
Historical Annual Growth 2000 to 2010	66,816	7.3 %	237,369	4.8 %	380,691	4.1 %
Projected Annual Growth 2010 to 2015	33,073	2.6 %	120,735	2.4 %	204,425	2.4 %
Est. Population Density (2010)	3,261.05	psm	2,576.56	psm	1,949.70	psm
Trade Area Size	76.58	sq mi	385.78	sq mi	873.81	sq mi
Households						
Estimated Households (2010)	84,364		338,620		585,879	
Census Households (1990)	37,366		190,842		358,171	
Census Households (2000)	66,027		278,059		490,339	
Projected Households (2015)	94,598		375,582		649,032	
Forecasted Households (2020)	110,423		429,649		737,268	
Households with Children (2010)	32,220	38.2 %	124,156	36.7 %	205,581	35.1 %
Average Household Size	2.96		2.94		2.91	
Average Household Income						
Est. Average Household Income (2010)	85,059		75,844		74,325	
Proj. Average Household Income (2015)	\$93,564		\$82,566		\$81,019	
Average Family Income (2010)	\$94,969		\$87,977		\$86,686	
Median Household Income						
Est. Median Household Income (2010)	\$72,295		\$64,224		\$60,224	
Proj. Median Household Income (2015)	\$77,188		\$67,429		\$63,476	
Median Family Income (2010)	\$81,123		\$74,841		\$71,015	
Per Capita Income						
Est. Per Capita Income (2010)	\$29,002		\$26,215		\$26,108	
Proj. Per Capita Income (2015)	\$31,543		\$28,170		\$28,070	
Per Capita Income Est. 5 year change	\$2,541.21	-8.1 %	\$1,954.57	-6.9 %	\$1,961.17	-7.0 %
Other Income						
Est. Disposable Income (2010)	\$58,328		\$52,458		\$49,512	
Proj. Disposable Income (2015)	\$61,717		\$54,744		\$51,834	
Disposable Income Est. 5 year change	\$3,389.63	5.8 %	\$2,286.14	4.4 %	\$2,321.90	4.7 %
Est. Average Household Net Worth (2010)	\$574,952		\$495,833		\$487,922	
Daytime Demos						
Total Number of Businesses (2010)	6,163		30,602		57,072	
Total Number of Employees (2010)	85,564		439,572		840,216	
Company Headqtrs: Businesses (2010)	6	0.1 %	48	0.2 %	103	0.2 %
Company Headqtrs: Employees (2010)	1,895	2.2 %	11,654	2.7 %	17,783	2.1 %
Unemployment Rate (2010)	4.25 %		4.86 %		5.00 %	
Employee Population Per Business	13.9 to 1		14.4 to 1		14.7 to 1	
Residential Population per Business	40.5 to 1		32.5 to 1		29.9 to 1	
Est. Adj. Daytime Demographics (Age16+)	149,448		688,467		1,317,995	

Demographic Source: Applied Geographic Solutions / TIGER Geography

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Race & Ethnicity						
White (2010)	217,296	87.0 %	858,004	86.3 %	1,470,696	86.3 %
Black or African American (2010)	11,227	4.5 %	46,882	4.7 %	91,852	5.4 %
American Indian & Alaska Native (2010)	3,972	1.6 %	25,455	2.6 %	45,970	2.7 %
Asian (2010)	12,579	5.0 %	43,531	4.4 %	58,981	3.5 %
Hawaiin & Pacific Islander (2010)	539	0.2 %	3,177	0.3 %	4,842	0.3 %
Other Race (2010)	3,097	1.2 %	12,599	1.3 %	24,200	1.4 %
Multi Race (2010)	1,023	0.4 %	4,332	0.4 %	7,135	0.4 %
Not Hispanic or Latino Population (2010)	180,249	72.2 %	711,015	71.5 %	1,165,657	68.4 %
Hispanic or Latino Population (2010)	69,483	27.8 %	282,963	28.5 %	538,018	31.6 %
Not of Hispanic Origin Population (1990)	89,808	84.8 %	441,772	86.2 %	781,551	83.1 %
Hispanic Origin Population (1990)	16,122	15.2 %	70,805	13.8 %	159,329	16.9 %
Not Hispanic or Latino Population (2000)	147,563	80.7 %	600,244	79.3 %	1,001,301	75.7 %
Hispanic or Latino Population (2000)	35,353	19.3 %	156,365	20.7 %	321,682	24.3 %
Not Hispanic or Latino Population (2015)	196,878	69.6 %	763,013	68.4 %	1,251,708	65.6 %
Hispanic or Latino Population (2015)	85,928	30.4 %	351,701	31.6 %	656,391	34.4 %
Hist. Hispanic Ann Growth (1990 to 2010)	53,361	22.1 %	212,158	20.0 %	378,689	15.8 %
Proj. Hispanic Ann Growth (2010 to 2015)	16,445	4.7 %	68,737	4.9 %	118,373	4.4 %
Age						
Age 0 to 4 yrs (2010)	20,323	8.1 %	81,904	8.2 %	137,852	8.1 %
Age 5 to 9 yrs (2010)	20,280	8.1 %	79,941	8.0 %	136,009	8.0 %
Age 10 to 14 yrs (2010)	18,846	7.5 %	73,220	7.4 %	124,462	7.3 %
Age 15 to 19 yrs (2010)	16,370	6.6 %	71,942	7.2 %	119,463	7.0 %
Age 20 to 24 yrs (2010)	13,635	5.5 %	74,179	7.5 %	118,931	7.0 %
Age 25 to 29 yrs (2010)	17,703	7.1 %	78,995	7.9 %	128,540	7.5 %
Age 30 to 34 yrs (2010)	20,048	8.0 %	80,707	8.1 %	130,995	7.7 %
Age 35 to 39 yrs (2010)	20,373	8.2 %	78,080	7.9 %	126,672	7.4 %
Age 40 to 44 yrs (2010)	19,177	7.7 %	72,930	7.3 %	119,785	7.0 %
Age 45 to 49 yrs (2010)	17,738	7.1 %	67,767	6.8 %	112,929	6.6 %
Age 50 to 54 yrs (2010)	15,724	6.3 %	59,873	6.0 %	101,299	5.9 %
Age 55 to 59 yrs (2010)	13,298	5.3 %	48,758	4.9 %	85,302	5.0 %
Age 60 to 64 yrs (2010)	11,060	4.4 %	38,493	3.9 %	71,522	4.2 %
Population age 65-74 (2010)	14,514	5.8 %	48,916	4.9 %	100,684	5.9 %
Population age 75-84 (2010)	7,384	3.0 %	25,954	2.6 %	60,306	3.5 %
Population age 85+ (2010)	3,260	1.3 %	12,322	1.2 %	28,923	1.7 %
Median Age (2010)	34.2 yrs		32.1 yrs		33.4 yrs	
Gender Age Distribution						
Population Female (2010)	124,311	49.8 %	488,727	49.2 %	842,524	49.5 %
Age 0 to 19 yrs (2010)	36,960	29.7 %	149,950	30.7 %	253,118	30.0 %
Age 20 to 64 yrs (2010)	73,626	59.2 %	290,637	59.5 %	482,687	57.3 %
Age 65 yrs plus (2010)	13,724	11.0 %	48,140	9.8 %	106,719	12.7 %
Median Age Females (2010)	34.9 Yrs		32.7 Yrs		34.3 Yrs	
Population Male (2010)	125,422	50.2 %	505,252	50.8 %	861,151	50.5 %
Age 0 to 19 yrs (2010)	38,860	31.0 %	157,057	31.1 %	264,668	30.7 %
Age 20 to 64 yrs (2010)	75,129	59.9 %	309,143	61.2 %	513,288	59.6 %
Age 65 yrs plus (2010)	11,433	9.1 %	39,052	7.7 %	83,194	9.7 %
Median Age Males (2010)	33.6 yrs		31.5 yrs		32.5 yrs	

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Household Income Distribution						
HH Income \$200,000 or More (2010)	2,980	3.5 %	8,897	2.6 %	17,721	3.0 %
HH Income \$150,000 to 199,999 (2010)	4,945	5.9 %	15,771	4.7 %	24,966	4.3 %
HH Income \$100,000 to 149,999 (2010)	16,167	19.2 %	53,607	15.8 %	82,656	14.1 %
HH Income \$75,000 to 99,999(2010)	14,686	17.4 %	54,870	16.2 %	84,710	14.5 %
HH Income \$50,000 to 74,999(2010)	19,442	23.0 %	73,649	21.7 %	119,176	20.3 %
HH Income \$35,000 to 49,999(2010)	10,745	12.7 %	48,917	14.4 %	85,738	14.6 %
HH Income \$25,000 to 34,999(2010)	6,185	7.3 %	31,158	9.2 %	59,526	10.2 %
HH Income \$15,000 to 24,999(2010)	4,864	5.8 %	24,745	7.3 %	52,503	9.0 %
HH Income \$0 to 14,999 (2010)	4,350	5.2 %	27,006	8.0 %	58,883	10.1 %
HH Income \$35000+ (2010)	68,965	81.7 %	255,712	75.5 %	414,967	70.8 %
HH Income \$75000+ (2010)	38,778	46.0 %	133,146	39.3 %	210,053	35.9 %
Housing						
Total Housing Units (2010)	93,129		376,836		675,883	
Housing Units Occupied (2010)	84,364	90.6 %	338,620	89.9 %	585,879	86.7 %
<i>Housing Units, Owner Occupied (2010)</i>	62,501	67.1 %	217,382	57.7 %	377,183	55.8 %
<i>Housing Units, Renter Occupied (2010)</i>	21,864	23.5 %	121,238	32.2 %	208,696	30.9 %
Housing Units, Vacant (2010)	8,765	9.4 %	38,216	10.1 %	90,004	13.3 %
Median Years in Residence (2010)	3 yrs		3 yrs		3 yrs	
Marital Status						
Never Married (2010)	43,136	22.7 %	220,667	29.1 %	365,606	28.0 %
Now Married (2010)	116,327	61.2 %	407,750	53.8 %	684,037	52.4 %
Separated (2010)	5,991	3.2 %	28,238	3.7 %	59,450	4.6 %
Widowed (2010)	7,379	3.9 %	27,096	3.6 %	63,515	4.9 %
Divorced (2010)	17,245	9.1 %	74,547	9.8 %	131,988	10.1 %
Household Type						
Population Family (2010)	216,020	86.5 %	810,321	81.5 %	1,383,840	81.2 %
Population Non-Family (2010)	32,746	13.1 %	174,407	17.5 %	299,662	17.6 %
Population Group Qtrs (2010)	967	0.4 %	9,251	0.9 %	20,173	1.2 %
Family Household (2010)	59,315	70.3 %	217,536	64.2 %	371,033	63.3 %
Married Couple Family With Kids (2010)	23,034	36.9 %	85,088	39.1 %	136,743	36.3 %
Average Family Household Size (2010)	3.64		3.72		3.73	
Non-Family Household (2010)	25,049	29.7 %	121,084	35.8 %	214,846	36.7 %
Household Size						
1 Person Household (2010)	19,564	23.2 %	90,588	26.8 %	167,519	28.6 %
2 Person Households (2010)	21,829	25.9 %	80,870	23.9 %	141,201	24.1 %
3 Person Households (2010)	10,404	12.3 %	41,315	12.2 %	66,377	11.3 %
4 Person Households (2010)	17,973	21.3 %	67,058	19.8 %	106,917	18.2 %
5 Person Households (2010)	8,554	10.1 %	33,016	9.8 %	55,818	9.5 %
6+ Person Households (2010)	6,041	7.2 %	25,774	7.6 %	48,048	8.2 %
Household Vehicles						
Total Vehicles Available (2010)	158,276		632,296		1,054,195	
Household: 0 Vehicles Available (2010)	3,051	1.9 %	17,024	2.7 %	35,565	3.4 %
Household: 1 Vehicles Available (2010)	27,994	17.7 %	120,891	19.1 %	222,099	21.1 %
Household: 2+ Vehicles Available (2010)	53,319	33.7 %	200,704	31.7 %	328,215	31.1 %
Average Vehicles Per Household (2010)	2		2		2	

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Price And Germann Chandler, AZ	10 Minutes		20 Minutes		30 Minutes	
Labor Force						
Est. Labor: Population Age 16+ (2010)	186,561		744,960		1,281,796	
Est. Civilian Employed (2010)	122,535	65.7 %	495,381	66.5 %	802,866	62.6 %
Est. Civilian Unemployed (2010)	7,930	4.3 %	36,172	4.9 %	64,068	5.0 %
Est. In Armed Forces (2010)	142	0.1 %	684	0.1 %	1,150	0.1 %
Est. Not in Labor Force (2010)	55,954	30.0 %	212,723	28.6 %	413,711	32.3 %
Occupation (2000)						
Occupation: Population 16+	92,794		395,865		635,317	
Mgmt, Business, & Financial Operations	16,203	17.5 %	61,040	15.4 %	94,367	14.9 %
Professional and Related	22,655	24.4 %	89,228	22.5 %	131,788	20.7 %
Service	10,822	11.7 %	53,065	13.4 %	92,516	14.6 %
Sales and Office	26,520	28.6 %	116,217	29.4 %	185,921	29.3 %
Farming, Fishing, and Forestry	460	0.5 %	1,023	0.3 %	1,867	0.3 %
Construction, Extraction, & Maintenance	7,024	7.6 %	34,282	8.7 %	60,353	9.5 %
Production, Transport, & Material Moving	9,111	9.8 %	41,011	10.4 %	68,504	10.8 %
Percent White Collar Workers		70.5 %		67.3 %		64.9 %
Percent Blue Collar Workers		29.5 %		32.7 %		35.1 %
Consumer Expenditure (in Millions)						
Total Household Expenditure (2010)	\$5,314		\$19,596		\$33,335	
Total Non-Retail Expenditures (2010)	\$3,075	57.9 %	\$11,322	57.8 %	\$19,232	57.7 %
Total Retail Expenditures (2010)	\$2,238	42.1 %	\$8,274	42.2 %	\$14,103	42.3 %
Apparel (2010)	\$256	4.8 %	\$943	4.8 %	\$1,604	4.8 %
Contributions (2010)	\$201	3.8 %	\$722	3.7 %	\$1,239	3.7 %
Education (2010)	\$133	2.5 %	\$480	2.4 %	\$817	2.5 %
Entertainment (2010)	\$299	5.6 %	\$1,099	5.6 %	\$1,866	5.6 %
Food And Beverages (2010)	\$804	15.1 %	\$2,992	15.3 %	\$5,097	15.3 %
Furnishings And Equipment (2010)	\$240	4.5 %	\$874	4.5 %	\$1,478	4.4 %
Gifts (2010)	\$143	2.7 %	\$516	2.6 %	\$881	2.6 %
Health Care (2010)	\$312	5.9 %	\$1,171	6.0 %	\$2,006	6.0 %
Household Operations (2010)	\$197	3.7 %	\$712	3.6 %	\$1,209	3.6 %
Miscellaneous Expenses (2010)	\$87	1.6 %	\$324	1.7 %	\$552	1.7 %
Personal Care (2010)	\$77	1.4 %	\$284	1.5 %	\$483	1.5 %
Personal Insurance (2010)	\$56	1.1 %	\$202	1.0 %	\$344	1.0 %
Reading (2010)	\$17	0.3 %	\$64	0.3 %	\$109	0.3 %
Shelter (2010)	\$1,027	19.3 %	\$3,777	19.3 %	\$6,431	19.3 %
Tobacco (2010)	\$32	0.6 %	\$123	0.6 %	\$212	0.6 %
Transportation (2010)	\$1,070	20.1 %	\$3,955	20.2 %	\$6,688	20.1 %
Utilities (2010)	\$361	6.8 %	\$1,358	6.9 %	\$2,318	7.0 %
Educational Attainment						
Adult Population (25 Years+)(2010)	160,278		612,793		1,066,957	
Elementary (0 to 8)(2010)	8,920	5.6 %	33,625	5.5 %	80,971	7.6 %
Some High School (9 to 11)(2010)	9,063	5.7 %	38,123	6.2 %	80,954	7.6 %
High School Graduate (12)(2010)	32,239	20.1 %	131,518	21.5 %	245,805	23.0 %
Some College (13 to 16)(2010)	38,911	24.3 %	148,290	24.2 %	249,151	23.4 %
Associate Degree Only(2010)	13,916	8.7 %	53,749	8.8 %	86,097	8.1 %
Bachelor Degree Only(2010)	36,292	22.6 %	134,657	22.0 %	210,176	19.7 %
Graduate Degree(2010)	20,937	13.1 %	72,831	11.9 %	113,803	10.7 %

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Units In Structure						
1 Detached Unit (2000)	51,600	73.3 %	175,204	58.9 %	297,862	54.5 %
1 Attached Unit (2000)	3,699	5.3 %	19,437	6.5 %	39,524	7.2 %
2 to 4 Units (2000)	2,170	3.1 %	16,375	5.5 %	31,492	5.8 %
5 to 9 Units (2000)	3,390	4.8 %	18,494	6.2 %	29,708	5.4 %
10 to 19 Units (2000)	2,975	4.2 %	17,742	6.0 %	28,788	5.3 %
20 to 49 Units (2000)	810	1.2 %	9,800	3.3 %	18,177	3.3 %
50 or more Units (2000)	2,876	4.1 %	28,870	9.7 %	52,134	9.5 %
Mobile Home or Trailer (2000)	2,764		11,170		46,687	
Other Structure (2000)	81		389		2,334	
Homes Built By Year						
Homes Built 1999 to 2000	4,388	6.2 %	14,654	4.9 %	25,591	4.7 %
Homes Built 1995 to 1998	16,151	23.0 %	48,243	16.2 %	72,314	13.2 %
Homes Built 1990 to 1994	12,304	17.5 %	38,185	12.8 %	59,586	10.9 %
Homes Built 1980 to 1989	23,689	33.7 %	89,731	30.2 %	150,348	27.5 %
Homes Built 1970 to 1979	9,842	14.0 %	64,984	21.8 %	121,267	22.2 %
Homes Built 1960 to 1969	1,991	2.8 %	25,775	8.7 %	58,681	10.7 %
Homes Built 1950 to 1959	1,188	1.7 %	10,921	3.7 %	39,705	7.3 %
Homes Built Before 1949	813	1.2 %	4,988	1.7 %	19,216	3.5 %
Home Values (2000)						
Home Values \$1,000,000+	45	0.1 %	175	0.1 %	996	0.4 %
Home Values \$500,000-\$999,999	380	0.8 %	1,115	0.7 %	3,783	1.4 %
Home Values \$400,000-\$499,999	487	1.0 %	1,498	0.9 %	3,672	1.4 %
Home Values \$300,000-\$399,999	1,539	3.3 %	5,022	3.2 %	9,505	3.5 %
Home Values \$200,000-\$299,999	8,127	17.4 %	21,428	13.5 %	33,642	12.5 %
Home Values \$150,000-\$199,999	10,128	21.7 %	32,109	20.2 %	49,962	18.6 %
Home Values \$100,000-\$149,999	20,012	42.9 %	65,166	41.0 %	101,943	37.9 %
Home Values \$70,000-\$99,999	5,051	10.8 %	26,177	16.5 %	47,720	17.7 %
Home Values \$50,000-\$69,999	617	1.3 %	4,664	2.9 %	12,095	4.5 %
Home Values \$25,000-\$49,999	180	0.4 %	1,095	0.7 %	4,446	1.7 %
Home Values \$0-\$24,999	81	0.2 %	626	0.4 %	1,327	0.5 %
Owner Occupied Median Home Value	\$157,668		\$147,445		\$150,230	
Renter Occupied Median Rent	\$704		\$661		\$618	
Transportation to Work (2000)						
Drive to Work Alone	73,967	79.6 %	303,094	76.4 %	477,314	75.0 %
Drive to Work in Carpool	11,943	12.9 %	54,166	13.7 %	92,830	14.6 %
Travel to Work - Public Transportation	701	0.8 %	6,262	1.6 %	12,926	2.0 %
Drive to Work Motorcycle	390	0.4 %	1,921	0.5 %	2,766	0.4 %
Walk or Bicycle to Work	1,874	2.0 %	15,323	3.9 %	22,842	3.6 %
Other Means	584	0.6 %	2,680	0.7 %	5,480	0.9 %
Work at Home	3,439	3.7 %	13,023	3.3 %	22,077	3.5 %
Travel Time (2000)						
Travel to Work in 14 Minutes or Less	20,800	23.3 %	95,444	24.9 %	154,717	25.2 %
Travel to Work in 15 to 29 Minutes	36,109	40.4 %	156,914	40.9 %	247,059	40.2 %
Travel to Work in 30 to 59 Minutes	28,732	32.1 %	113,674	29.6 %	180,969	29.5 %
Travel to Work in 60 Minutes or More	3,820	4.3 %	17,415	4.5 %	31,414	5.1 %
Average Travel Time to Work	23 mins		23 mins		23 mins	

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